



**CUSTOMER'S SATISFACTION TOWARDS
SPORTS CENTRE AT EXTREME PARK SHAH ALAM**

**DPB6043 Business Project
Final Year Project**

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ABSTRACT

Customer satisfaction is an important aspect of the success of all businesses, including sport. Research on customer satisfaction as it relates to recreational sport facilities and services. The objectives of the present research were twofold: to identify customer satisfaction and service quality. The study was specific to Extreme Park Shah Alam users as it is open to public to spend their time with family or friends and play sports. The data collection involved a satisfaction questionnaire to 391 participants from a total population 36,500 according to Krejcie Morgan Table. The data was later collected and analysed using SPSS. The results showed that questionnaire was divided by two variables: customers satisfaction; and service quality. The results showed that there is a positive and significant relationship between the service quality and customer satisfaction. Mean for each variable is high. The result of this study shows that the correlation on all variables which is service quality and customer satisfaction are significant. For the reliability test, the value of service quality is 0.796 and the value for customer satisfaction is 0.922, both value significant at level of 0.0.

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CHAPTER 1 - INTRODUCTION

1.1 Introduction

This research is conducted to identify the satisfaction about facilities and quality services that provided by the sport centre. This research will start with the research background, problem statement, research objectives, research question, scope of research, significance of the research and followed by the definition of operational terms and the summary in chapter 1.

1.2 Background of The Research

According to Giese J.L. and Cote J.A. (2000) most definitions have stated consumer satisfaction responses in response to the evaluation process. Satisfaction drives loyalty and loyalty drives business performance (Nigel Hill, John Brierley 2017). Some researchers determine satisfied customers as "people who receive significant value-added" to as limitations that can be used in the private sector or public service (Emrah Cengiz 2010). Satisfaction does not exist in individuals or products but social responses are built to relationships between customers, products and suppliers of products or makers. The objective of this study is to evaluate the characteristics and effectiveness of sports facilities and customer's satisfaction. Sport facilities are used by various consumer categories such as children, adolescents, adults and people with different abilities (Dugalic & Krsteska 2013). Other categories of consumer groups are clubs and sports associations, sports organizations, schools or any other social sports club (Sport England, Sport Hall Design & Layouts 2012).

Satisfaction is vital in retaining and recruiting customers. Therefore, it is directly associated with organizational effectiveness, which determines the survival of the organization. The marketing literature consistently reports that the constructs of service quality and satisfaction are closely related (Papadimitriou, 2013). In fact, previous studies suggest that customer's perceived service quality is significantly associated with customer satisfaction, which in turn leads to the customers' revisit intention (Baker & Crompton, 2000; Greenwell et al., 2002). In the sport management literature, there are generally three types of consumers scholars have focused on examining the relationship between service quality and satisfaction: spectators (Biscaia, Correia, Yoshida, Rosado, & Maroco, 2013; Koo & Hardin, 2009), participants (Shonk, Carr, & Michele, 2012; Yu et al., 2014), and sport service users (Kim, Kim, Lee, Judge, & Huang, 2013; Kim, Kim, Park, Yoo & Kwon, 2014; Nuviala, Garo-Cruces, Perez-Turpin & Nuviala, 2012). Those studies all support that customers' perceived service quality is strongly and positively associated with satisfaction.

Research indicates that perceived service quality is determined mainly by the tangible elements of the facilities and by the attitudes and skills of the staff (Afthinos, et al., 2005; Bodet, 2006; Kim & Trail, 2010), although recent studies have considered certain aspects of employee-customer social interaction to be less important, placing greater emphasis on various tangible elements (Mañas, et al., 2008; Rial, et al., 2010; Sanz, et al., 2006). Whatever the determining elements, it is well documented that service quality is a direct precursor to customer satisfaction (Bisschoff & Lotriet, 2009; Bodet & Meurgey, 2002; Kyle, et al., 2010; Murray & Howat, 2002; Shonk & Chelladurai, 2009), which in turn influences the future intentions of current customers (Kim & Trail, 2010; Kyle, et al., 2010; Murray & Howat, 2002; Shonk & Chelladurai, 2008; Westerbeek & Shilbury, 2003) and potential customers (Bisschoff & Lotriet, 2009) alike.

1.3 Problem Statement

The effect of poor maintenance may limit community participation in sports activities as a result of lack sports facilities that are safe and ready to be used. According to researches determining the factors that affect the service quality and researches (Murat Aslan, 2011) working on improvement in service quality will decrease the service cost. For that reasons to reduce their production expenses organizations started to give importance to identify the needs and expectations of their customers. In this process the most important thing is to analyse present service quality provided by that organization and the level of customer satisfaction (Gürbüz, 2003; Yetiş, 2001). Therefore, this research is to help provide important information that can help administrators understand that issues related the maintenance management of sports facilities. (Tsang, 2002)

1.4 Research Objectives

- **General objectives**

The objective of this research is to study customers satisfaction at Extreme Park Shah Alam.

- **Specific objectives**

- a) To study the level of service quality of facilities in sport centre;
- b) To find the level of customer satisfaction towards facility space at sport centres.;
- c) To examine the relationship between service quality and customer satisfaction.

1.5 Research Question

This study will be conducted by identifying the level of satisfaction among users towards Extreme Park Shah Alam. In the light of determining the problems faces by users at Extreme Park Shah Alam and identifying way of improvement that we can use to solve these problems. This study deals with these following questions.

- Q1) What is the level of service quality in sport centre at Extreme Park Shah Alam;
- Q2) What is the level of customer satisfaction among customer at Extreme Park Shah; Alam
- Q3) What is the relationship between service quality and customer satisfaction.

1.6 Scope of The Research

The research is to describes the satisfactions of the users towards Extreme Park Shah Alam. This research just focuses on the people who are the users of Extreme Park Shah Alam. The point of doing this research is to discover whether the users of Extreme Park Shah Alam are satisfied with the environment or equipment there.

1.7 Significance of the research

The researcher has some expectation from this research. The researcher hopes this research will help the management to improve their equipment and environment of Extreme Park Shah Alam to gain the higher satisfactions of the users there.

1) Manager

This research will help the manager to identify which equipment is not giving the higher satisfaction to users. In addition, the manager will improve the equipment to make sure the users of Extreme Park Shah Alam are satisfied with the equipment there. This will gain more people to be the users of Extreme Park Shah Alam.

2) Staff

This research will help the management to improve their staff on how they treat their customers who visit to Extreme Park Shah Alam.

3) Users

The users will satisfy with the improvement of the equipment and environment there. This research will help the users to feel more comfortable and enjoyable while using the equipment of Extreme Park Shah Alam. Safe environment can help reduce users from having worst injuries. The users there will feel safe to play the equipment there.

The result of this research will help both parties to feel satisfied with all the environment and equipment there. Having a great environment can help reduced something unexpected that might happen to the users there. Extreme Park Shah Alam will gain more users because of the improvement of the equipment there. The users of Extreme Park Shah Alam will be happier and pleasure when using the equipment there.

4) For the researchers

The research is expected to give information, model or reference to be developed for further studies, the researcher hopes that other researchers evaluate, revise, reconstruct or modify this study and write further studies for other levels and objectives.

1.8 Definition of Operational Terms

Customers satisfaction can be defined as measurement that determines how happy customers are with a company's facilities and services. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve their maintenance, facilities and also quality of customer service.

Service quality is generally viewed as the output of the service delivery system, especially in the case of pure service systems. Moreover, service quality is linked to consumer satisfaction. Service quality is a perception of the customer. Customers, however, form opinions about service quality not just from a single reference but from a host of contributing factors

The findings suggest that the multi-dimensional elements which constituted customer satisfaction with recreational sport facilities and services. The factors within each dimension should be manage appropriately as a unit because the perception of these factors is interrelated and contributed to customer satisfaction with recreational sport facilities and services.

1.9 Summary

The first chapter demonstrate research background, problem statement, research objective, followed by research question, scope of this study, significance of the study and the definition of operational terms.

CHAPTER 2 - LITERATURE REVIEW

2.1 Introduction

This chapter provides an overview of previous research on knowledge sharing and intranets. It introduces the framework for the case study that comprises the main focus of the research described in this thesis.

It is important to set the context of the literature review work by first providing:

- an explanation of its specific purpose for this particular case study;
- comments on the previous treatment of the broad topic of knowledge sharing, and the role of intranets in such activity;
- an indication of scope of the work presented in this chapter.

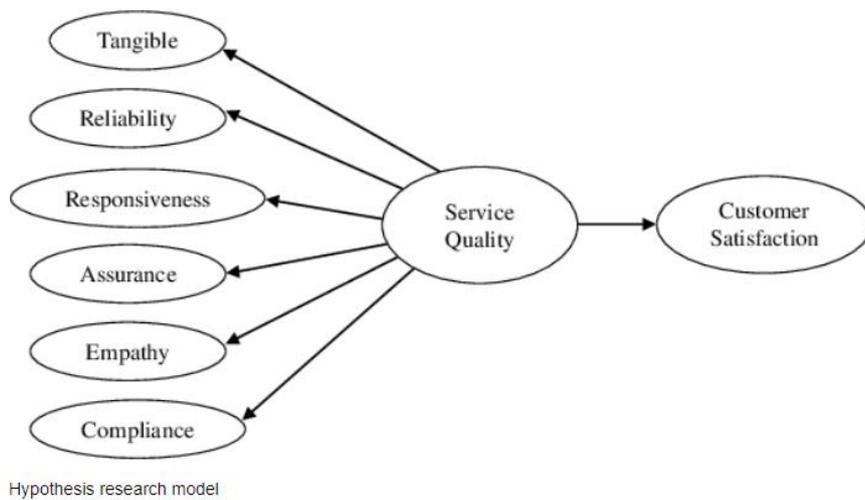
2.2 Concepts/Theory

The starting point to define the concept of “perceived service quality” is defining the terms of “service quality”. Service quality has been defined by Agyapong, (2011) as customer perception of how well a service meets or exceeds their expectations service quality is commonly noted as a critical prerequisite and determinant of competitiveness for establishing and sustaining satisfying relationships with customers. Service quality is suggested to be crucial factor in acquiring and retaining customers, particularly within sport and leisure contexts (Avourdiadou & Theodorakis, 2014; Howat & Assaker, 2013; Yildiz & Kara, 2012).

Service quality within a service company is often conditioned as a comparison between the expected service and the service significantly. Companies that are able to provide good service to their customer or customers have the greatest opportunity to continue to be visited by their customers (Liu abd Wu, 2007). Because service quality is an important instrument that will make customers behave positively like, behaviour to promote company products to others (Gounaris et al.,2003)

In the previous section, the concept of perceived quality was broadly discussed, so the starting point of this section is to define the term “consumer satisfaction”. Two major lines of research in recent years, the cognitive model and emotional model, have been integrated, leading us to consider satisfaction as a post-consumer response or assessment susceptible to change in each transaction.

2.3 Literature Review



2.3.1 Customer Satisfaction

The consumer satisfaction (CS) or dissatisfaction (D) is a core concept in marketing. It is determined based on the overall feelings or attitude of a person about a product or service after it purchased or experienced. Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximise satisfaction. Sometimes the term customer and consumer are confusing. A customer can be a consumer, but a consumer may not necessarily be a customer. Customers are engaged in a constant process of evaluating things they bought these products are integrated with their daily consumption activities. Consumer evaluate the product or service against their needs and expectations. The outcome may be either satisfaction or dissatisfaction. Customer

satisfaction is the ultimate goal of all organisation. Understanding satisfaction is the level of a person's feelings after comparing the performance or perceived results compared with expectations (Susanto, 2010). Definition satisfaction is a value of one's feeling whether satisfying or disappointing produced by a process comparing the presence or appearance of a product desirable to the expected values.

Kotler and Keller (2012) said that "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations". Whereas, customer satisfaction according to Jahanshahi et al. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship – where value equals perceived service quality relative to price and customer acquisition costs: However, it is in contrast with the research of Tu et al. (2013) which indicated that "customer satisfaction is viewed as influencing repurchasing intentions and behaviour, which, in turn, leads to an organization's future revenue and profits". Customer satisfaction is customer feedback in the form of evaluation after purchasing some goods or services compared with customer expectations. Customer satisfaction is measured by using the customer expectations with the performance of the goods or services that can meet the needs and desires of the customers. A satisfied customer means that there are similarities between the performance of the goods and services with the hope of the customers, where it will encourage them to re-purchase the product re-use services provided. At the same time, a disappointed customer would persuade the other customers to not re-purchase or re-use, and as a result, they will move to another competitor.

Customer satisfaction is a personal feeling of either pleasure or disappointment resulting from the evaluation of services provided by an organization to an individual in relation to expectations. Service providers frequently place a higher priority on customer satisfaction, because it has been a prerequisite to customer retention. As a positive outcome of marketing activities, high customer satisfaction leads to repeat visitation to stores, repeat product purchases, and word-of-mouth promotion to friends. While low customer satisfaction has been associated with complaining behaviour. A satisfied customer often stays loyal longer and is likely to patronise the firm in future. Customer satisfaction can be conceptualized as either transaction-specific satisfaction or cumulative satisfaction. Transaction-specific satisfaction is a customer's evaluation of her or his experience and reactions to a specific company encounter.

Cumulative satisfaction refers to customers overall evaluation of patronage experience from inception to date.

Kotler and Keller (2013) mention customer satisfaction is a person's feeling that is the result of a comparison of the performance of a product purchased with what is expected by consumers. Customer satisfaction is defined by the customer's response to the evaluation of perceived nonconformity between expectations and performance. Oliver (2010) states that customer satisfaction is a post-purchase evaluation where the perception of product performance exceeds customer expectations. Lovelock (2012) states that customer satisfaction is an emotional state, their post-purchase reaction can be anger, dissatisfaction, irritation, excitement and neutrality. Customer satisfaction has a direct relationship with customer loyalty, profits and market share. Customer, if they are satisfied with the value provided by products and services, are likely to become customers for a long time.

Kotler and Armstrong (2012) defined that "customer satisfaction is the extent to which product's perceived performance matches a buyer's expectations". Customer satisfaction consists of several indicators, namely loyalty, satisfaction, repurchase interest, small desire to make a complaint, the willingness to recommend the product, and the reputation of the company (Kotler and Keller, 2012; Nguyen and LeBlanc, 1998).

Experts have defined customer satisfaction in services as the extent to which customer's expectations are met through services performance (Santouridis & Trivellas, 2010, 330-340). Satisfaction, according to Hui and Zheng (2010, 306), is what the perceived quality results in the form of an evaluative judgement of a transaction. Sellers directly come to know the customer's needs through customer satisfaction which is very significant because business strengths and weakness can be evaluated through it. Moreover, it helps in improving the performance of goods and services to both customers and employees. It not only gives knowledge on business strengths and weakness but also attempts to urge competition based on those strengths and weakness. Likewise, it causes to translate more vision unto frustrating sources and areas where progress is needed. Finally, for informing management of situations or issues in need of actual promotion, customer satisfaction assists in accommodating a relevant system (ICR, 2011).

Customer satisfaction is very important part of the business setup because business generates much revenue from the industry when the customer is satisfied by the services being provided. Customer satisfaction refers to the customer buying behaviour and the utility he obtained using the product. Customer satisfaction functions in a single manner whereby a customer compares your product with those of competitors to reach a decision. Therefore, customer's evaluation of products and services is what customer satisfaction defines in that whether their services are meeting customer needs or not. Through customer satisfaction, customer's expectations are assessed in that they are being satisfied or remain unsatisfied with the quality of goods and services. Customers, sometimes, are more satisfied in case that the product performance goes beyond their expectations (Kotler, 2012).

Customer satisfaction is important to improve customer-focused products and services. Voice of customers can be a valuable input for management in mapping which areas should be prioritized. There is a significant relationship between product quality and customer satisfaction (Cruz, 2015). Seyedi et al. (2012) also stated that the product and service quality were the important factors affecting customer satisfaction. Moreover, the level of satisfaction depended on the extent to which the needs were met. According to Suchanek et al. (2014), quality is defined as perceived quality of the customer, so the main factor in measuring product quality is customer satisfaction itself. To achieve high customer satisfaction, it is important for the company to create products that meet the requirements of its customers.

2.3.2 Service Quality

Service quality is regarded as a key source of competitive advantage, as it helps retain and attract customers. According to Shin and Kim (2008), Tsoukatos and Rand (2006), Cronin and Taylor (1992) and Kim et al. (2015), service quality is associated with loyalty and customer satisfaction. This association has been confirmed, and research has proven the positive role of service quality on customer satisfaction, which eventually leads to customer loyalty (Santouridis & Trivellas, 2010; Deng et al, 2009; Turel & Serenko, 2006; Kim et al., 2004; Rashed & Abadi, 2014). Service quality is merely a disposition shaped by long haul general assessment of an unmistakable performance. Service quality is naturally seen attribution in view of the customers experience about the service that the customer perceived through the service encounter. Service quality appraisals are created on judgments of result quality, interaction quality and physical environmental quality.

The definition of quality may vary from person to person and from situation to situation. The definitions of service quality vary only in wording but typically involve determining whether perceived service delivery meets, exceeds or fails to meet customer expectations. Service quality has also been defined by Agyapong, (2011) as customer perception of how well a service meets or exceeds their expectations service quality is commonly noted as a critical prerequisite and determinant of competitiveness for establishing and sustaining satisfying relationships with customers. Previous study suggests that service quality is an important indicator of customer satisfaction. Attention to service quality can make an organization different from other organisations and gain a lasting competitive advantage. In particular, consumers prefer service quality when the price and other cost elements are held constant. It has become a distinct and important aspect of the product and service offering. The satisfaction a customer gets from quality of service offered is usually evaluated in terms of technical quality and functional quality. Usually, customers do not have much information about the technical aspects of a service; therefore, functional quality becomes the major factor from which to form perceptions of service quality. Service quality can be measured in terms of customer perception, customer expectation, customer satisfaction, and customer attitude. Agyapong, (2011) indicates that the evaluation of service quality leads to customer satisfaction, define satisfaction as the “customer fulfilment response,” which is an evaluation as well as an emotion-based response to a service.

Parasuraman et al.'s, (1988) develop a gap analysis model to measure the influence of service quality based on the integrated view of consumer-company relationship. This model provides five generic dimensions of service quality, namely tangible, reliability, responsiveness, assurance and empathy. For example, if customers view that the implementation of quality dimensions in executing daily job will strongly fulfil their needs and expectations, this situation may lead to induced positive customer behaviour. The spirit of this theory gained strong support from the service quality research literature.

Tangibility includes the appearance of physical facilities, equipment, personnel, and communication materials. The overall condition of the physical surroundings is tangible evidence of the care and attention to details demonstrated by the service provider. The assessment of this dimension can extend to the conduct of the other customers being provided the services, such as noisy guests in the next room at a hotel.

Reliability is the ability to execute the promised service accurately and without fail. Reliable service performance is a customer expectation and means that the service is accomplished on time, every time, in the same manner, and without errors. For example, receiving their mail at approximately the same time each day is important to certain people. Reliability extends into the back office, as well as where accuracy in billing and record keeping is expected.

Responsiveness is the willingness to help customers by providing prompt services. Keeping customers waiting for no apparent reason creates unnecessary negative perceptions of service quality. In the event of a service failure or interruptions, the ability of the service provider to recover quickly with professionalism can create very positive perceptions of quality. For serving complimentary drinks on a delayed flight can turn a potentially poor customer experience into one that is remembered favourably.

Assurance dimension relates to the knowledge and courtesy of customer service staff and their ability to express confidence and trust. The assurance dimension includes the competence to perform the service offered, politeness and respect for the customer, effective communication with the customer, and the general attitude that the server has the customer's best interest at heart. On the other hand, empathy is the provision of caring demonstrated by the customer service staff and individualized attention provided to customers. Empathy includes approachability, sense of security, and the effort to understand customer's needs.

2.4 Summary

The second chapter demonstrate introduction of the literature, concept theory and literature review.

CHAPTER 3 - RESEARCH METHODOLOGY

3.1 Introduction

Research methodology refers to suitable methods used to carry out research and to determine the effective measures in addressing the problem statement. This chapter contains the chapter introduction, research design, data collection methods, research instruments methods, sampling technique, data analysis and chapter summary. However, the subchapters in this section depend on the type of project implemented. Some researches may need more detailed regarding design and research instruments compared to other researches.

3.2 Research Design

A research design is the set of methods and procedures used in collecting and analysis measures of the variables specified in the research problem research. A research design is a framework that has been created to find answers to research question. This research is a quantitative research. It is an involvement of using the structural question in which the respondent's options have been predetermined and a large number of respondents are involved (Burns & Bush, 2006). The information will be analysed so that it will achieve the objective of our research. In addition, quantitative research design can help the researcher to describe and test relationship and examine the cause and effect between variables.

This research is conducted through a survey method using google form questionnaire as the main instrument of the study. In this study, type of design used descriptive model methods were preferred among quantitative research methods. Quantitative use is more appropriate in this study because the researcher can arrange the questions that are asked, narrow the scope of the study, collect data obtained from the study subject and also can apply analytical numbers using objective statistics and thus avoid bias. This study was conducted using the users of extreme park as the sample.

3.3 Data Collection Method

The research is conducted using quantitative method. The research was designed by organizing the collection of data in order to comply with the proposed objective through a structured questionnaire addressed to users of a sport centre. Questionnaires were distributed to respondents through online using google form. The data collection period will continue for 3 months, starting from September until November 2020. The questionnaire method is suitable for this study because the questionnaire can be given to the respondents as possible to obtain information about the quality of services around the extreme park based on age differences, gender difference, service quality satisfaction and others.

The present study is descriptive in nature as it seeks to study the customers satisfaction toward perceived quality among the users of Extreme Park in Shah Alam. Data usually can be gathered through one or more methods. Carefully select the method of gather the data is a must by consider few perspectives like the outcome and result got from the method so that the research only can be carry out in valid and recognized. Generally, there have two types of data which is primary data and secondary data. Primary data consists of information gathered for some specific purposes and primary data is also collects through survey. Secondary data are consisting of information that already exists somewhere having been collected for some purposes. In order ensure that the valid and trusted of research, it normally will use both primary and secondary data.

The data collection process which is conducted by the researchers is to distribute the questionnaires to study the population. The study population is users of Extreme Park Shah Alam. Questionnaire distributed to the users of sport centre. The data obtained later collected and analysed to meet the study's objectives.

3.4 Research Instrument

Research instruments are measurement tools designed to collect, measure and analyse data on a topic of interest from research subjects. Research instruments can be tests, surveys, scale, questionnaires or research design. These questionnaires will use internal measurement which is level are shows in number. This research instruments used Statistical Package for the Social Sciences (SPSS).

3.5 Sampling Techniques

This research was conducted using convenience sampling. Sample convenience sampling, the techniques customers are selected based on availability and willingness to take part. Useful results can be obtained but the results are prone to significant bias because those who volunteer to take part be different from those who choose not to and the sample may not be representative of other characteristics such as age or sex. Convenience sampling are all of the risky method in non-probability methods.

3.6 Data Analysis Method

Data Analysis is a process of evaluating data using the logical and analytical reasoning to carefully examine each component of the data collected or provided. Also is one of the many steps that are taken when a research experiment is conducted. It also a process of evaluating data using the logical and analytical reasoning to carefully examine each component of the data collected or provided. Also is one of the many steps that are taken when a research experiment is conducted. Data is gathered from various sources related to our research topic. Once the data is collected, it is then reviewed and analysis to get to a conclusion or form some sort of finding.

The data obtained were analysis by using specific software which was the Statistical Package for the Social Sciences (SPSS) where it can help in producing the exact calculations needed in the study. The data was processed by descriptive and inferential analysis.

3.6.1 Pilot Study

Pilot study is a questionnaire testing process involving a group of small respondents. According to Sabitha (2005) in Uma (2018), the purpose of pilot study is to test its suitability and accountability to the respondent understanding. By conducting the pilot study, researchers can get a chance to improve or change items that are unsuitable, vague and confusing to the respondent (Uma, 2018, Ahmad Mahdzan, 2007 and Sabitha, 2005).

The pilot study has been conducted users of Extreme Park Shah Alam Sport Centre with 73 respondents. Based on the pilot study conducted, all items in the questionnaire can be accepted with the reliability value above than 0.7. Table 1 describes the data of reliability Cronbach’s Alpha for research instruments lies in between 0.862 to 0.894.

Table 1: Reliability Coefficients for Each Variable (N=73)

Section	Variables	No. of Items	Item Deleted	Cronbach’s Alpha
C	Service Quality	5	0	0.894
D	Customer Satisfaction	5	0	0.862

3.7 Summary

This chapter discussed the population, sample, methods and procedures used to conduct the research. Besides, the descriptions of the finding make pursuit to any item for each aspect. The data were collected are then analysed and discussed and the results are displayed. The research methodology used to meet the research questions that have made in chapter 1.

CHAPTER 4 - RESULTS & DISCUSSIONS

4.1 Introduction

Data gathered from respondent were analysed using Statistical Package for Social Science (SPSS). SPSS is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics that consist of means, percentages and frequencies. Partial correlation is a measure of the strength and direction of a linear relationship between two continuous variables whilst controlling for the effect of one or more other continuous variables ('covariates' or 'control' variables). (Hair, 2010; Pallant, 2011).

4.2 Reliability and Normality Analysis

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is measuring. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the "goodness" of a measure.

Table 1: Reliability Coefficients for Each Variable (N=391)

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Service Quality	5	0	0.796
Customer Satisfaction	5	0	0.922

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant J., (2011). Based on the table appended all variable that addressed in the questionnaire achieved reliability of 0.8 above to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation. The coefficient alpha for the customer satisfaction pursuing high coefficient values of 0.922, followed by the service quality with the coefficient values of 0.796. Because of the questionnaire is adopted based on previous studies, adapted process being implement, and a few results have been done on the wording of the items. The results were trusted not to change the original means of the questions and this was proven with the tremendous of coefficient values.

Table 2 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the maximum likelihood Estimation (MLE) method, which is based on skewness and kurtosis, show that the data sets of all constructs are normally distributed and have skewness and kurtosis of less than +/-2. The skewness ranged from -0.588 to -0.738, and the kurtosis ranged from -0.374 to -0.471.

Table 2: The Assessment for Normality of Data Distribution

Variables	Skewness	Kurtosis	Distribution Statues
Service Quality	-0.738	-0.471	Normal
Customer Satisfaction	-0.588	-0.374	Normal

Multicollinearity is a problem when the independent variables are highly correlated (0.8-0.9). Independent variables should not be highly correlated with each other, and the norm is in the range of low to moderate correlation as it does not pose any serious problems. This assumption can be assessed by determining the Variable Inflation Factor and tolerance. The VIF for each independent variable is calculated by a multivariate with one of the independent variables as a dependant. The process is repeated by replacing each independent variable as a dependent variable. According to Tabachnik and Fidell (2007), the following are the interpretation of VIF: 1) $VIF < 3$ (not a problem); 2) $VIF > 3$ (potential problem); and 3) $VIF > 5$ (very likely to cause problem). For this study, the correlations below 0.8 between the independent variables, ranging from -0.206 – 0.797, indicate the non-existence of multicollinearity.

In addition, the VIF value for the independent variable, ranging from 1.080 to 2.737, also shows that there is no potential multicollinearity problem. The descriptive statistics were also calculated for each construct to investigate their level among the respondents. The three levels of categories according to the mean consist of low (**1.00 – 2.33**), medium (**2.34 -3.67**) and high (**3.68 – 5.00**) (Mohd Najib Ghafar, 2004).

Table 3: Descriptive Statistics for Service Quality (N=391)

Service Quality (Mean=4.24, SD=0.746)				
	Items	Mean	SD	Level
1.	I feel the quality of equipment in Extreme Park is in good condition	4.26	.896	High
2.	I think the environment of Extreme Park is excellent.	4.24	.854	High
3.	I am happy with the friendliness of staff Extreme Park.	4.22	.874	High
4.	I feel great because the employee of Extreme Park willingly to help me.	4.24	.823	High
5.	I am happy with availability of services at Extreme Park	4.25	.827	High

Table 3 shows the descriptive statistics for the service quality towards sport centre. Overall, the mean of the service quality stands at 4.24 (High). However, the value is only 0.02 difference between high level 4.26. All the items score a moderate level mean. Among these moderate level of means “users feel the quality of equipment in Extreme Park is in good condition” item has the highest mean (Mean=4.26). This means that the respondents were satisfied with the quality of equipment at Extreme Park Shah Alam Sport Centre.

Table 4: Descriptive Statistics for Customer Satisfaction (N=391)

Customer Satisfaction (Mean=4.25, SD=0.653)				
	Items	Mean	SD	Level
1.	I am consent with the convenience of Extreme Park Shah Alam	4.40	.747	High
2.	I am well pleased with the maintenance of Extreme Park Shah Alam.	4.19	.877	High
3.	I feel easy to find a parking spot at Extreme Park.	4.38	.805	High
4.	I think the staff have the best interest in solving my problems.	4.19	.858	High
5.	During play, I felt my safety was not guaranteed because there was equipment not maintained.	4.09	1.080	High

Table 4 shows the descriptive statistics for customer satisfaction. Overall, the customer satisfaction is at high level (Mean=4.25). There are 5 out of 5 item that score a high level of customer satisfaction. The item with the highest mean is “users consent with the convenience of Extreme Park Shah Alam operating hours” (Mean=4.40). This shows that respondents agree with Extreme Park Shah Alam operating hours. Therefore, the item “During play, users felt their safety was not guaranteed because there was equipment not maintained” has moderate mean (Mean=4.09). This indicates that the respondents were least satisfied with the safety of equipment that not guaranteed respondent safety.

Table 5: Mean Level According to Variables

Variables	Level	Frequency	%
Service Quality	Low	3	0.8
	Medium	95	24.3
	High	293	74.9
Customer Satisfaction	Low	2	0.5
	Medium	89	22.8
	High	300	76.7

Table 5 shows the mean level according to variable. Based on the table, customer satisfaction has high level of mean which indicates a high satisfaction of customer. Service quality also has a high level of mean which indicated a high level of service quality. Overall, the mean level according to variable has a high level of mean.

Table 6: Correlation Between Variables

Correlations

		Service Quality	Customer Satisfaction
Service Quality	Pearson Correlation	1	.799**
	Sig. (2-tailed)		.000
	N	391	391

** . Correlation is significant at the 0.01 level (2-tailed).

H1: There is a significant positive relationship between service quality and customer satisfaction.

Based on the Table 6, the relationship between service quality and customer satisfaction is strong ($r=0.799$). The relationship is also significant at level of 0.01. Therefore, we accept the hypothesis that there is a significant positive relationship between service quality and customer satisfaction.

CHAPTER 5 - CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this last chapter, a conclusion based on the previous chapter of the findings on The Customer Satisfaction Towards Sports Centre at Extreme Park Shah Alam. The conclusions will be based on the purpose, research question and results of the study.

5.2 Discussion

Researchers looked at the level of customer satisfaction towards the sports centre as well as the quality of service towards the sports centre.

Overall, the customers are happy with the climate, situation and facilities offered. The mean level according to variable, which is customer satisfaction showed that the level of satisfaction is at high level. For example, the research showed that customers in Section 13, Shah Alam, strongly agree with the condition of the sports centre. It is necessary to know the variable that can affect this satisfaction in order to be able to learn more about customer satisfaction. In the questionnaire, such as the maintenance of facilities, convenient operating hours, employee actions and the condition of equipment, the factor was shown. Many respondents are pleased with all the variables, and the outcome also shows that there is a high degree of consumer satisfaction. The previous research also showed that customers are satisfied with the sport centre, such as facilities provided and condition of sport centre. Kotler and Keller (2012) said that “satisfaction is a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations”.

The findings of this study, most of the users are strongly agree that the service quality provided by the Extreme Park Shah Alam are good. Users found that the equipment in Extreme Park is in good condition. This can be proved by the mean level according to variable, which is service quality. It showed that level of service quality is at high level. For example, the research showed that customers in Section 13, Shah Alam strongly agree with service and the friendliness employees of the sport centre. Even though Extreme Park Shah Alam is not a high-class sports centre, but the users are agreed that the service quality provided by sports centre management is good. In terms of technological quality and functional quality, the value a customer receives from the quality of the service offered is generally evaluated. Regarding consumer understanding, customer expectation, customer satisfaction and customer attitude, service quality can be calculated. In the questionnaire, such as the quality of equipment, environment the sport centre, the friendliness of staff and the availability of services, the factor was shown. Many respondents are pleased with all the variables, and the outcome also shows that there is a high degree of service quality.

5.3 Conclusion

The aim of this study is to investigate the satisfactions of the users towards Extreme Park Shah Alam. The purpose of this study is also to discover whether the users of Extreme Park Shah Alam are satisfied with the environment and equipment there or not. The specific research questions that were answered during this study, they were:

- To study the level of service quality of facilities in sports centre;
- To find the level of customer satisfaction towards facility space at sport centres;
- To examine the relationship between service quality and customer satisfaction.

As a conclusion, the research has made some findings throughout the observation, measurements and survey conducted to the users of Extreme Park Shah Alam in order to know about customer satisfaction towards sport centre at Extreme Park Shah Alam. Due to these circumstances, a survey study was conducted by distributing the questionnaire to 391 users of Extreme Park Shah Alam. The independent variable of the study is customer relationship and the dependent variable of this study is sport centre.

Based on results, researchers found that the reliability coefficient for each variable that measured using the Cronbach's Alpha Coefficient, the value of service quality is 0.796 and the value for customer satisfaction is 0.922. Both values are above 0.6, where it considers acceptable. Based on the value, all variable that addressed in the questionnaire achieved reliability of 0.8 above to the fact that the items in the questionnaire is reliable. More or less this results also show that the questionnaire is understandable and align with the situation.

For both variables, results show the assessment for normality of data distribution status is normal, which is service quality and customer satisfaction. The results are normal, this means there is non-existence of multicollinearity because the correlations below 0.8 between the independent variables, ranging from -0.206 until -1.797. Next, descriptive statistics for service quality towards sport centre, the overall value of mean is 4.24 which is high level. It shows that the respondent was satisfied with the quality of equipment at Extreme Park Shah Alam and descriptive statistics for customer satisfaction show customer satisfaction is at high level mean 4.25. There are 5 out of 5 item that score a high level of customer satisfaction. Item "I am consent with the convenience of Extreme Park Shah Alam operating hours" have the highest score mean 4.40. This show that respondents agree with Extreme Park Shah Alam operating hours. Therefore, item that has lowest score is "During play, users felt safety was not guaranteed because there was equipment not maintained" which is mean 4.09. This indicates that the respondents were least satisfied with the safety of equipment that not guaranteed respondent safety.

Results showed mean level according to variables shows that both variables, service quality and customer satisfaction has high level of mean which indicated a high level of service quality and satisfaction of customer. Overall, the mean level according to variable has a high level of mean. Researchers also found that the correlation between variables show that there is a significant positive relationship between service quality and customer satisfaction. Table show that the relationship between service quality and customer satisfaction is strong 0.799. The relationship is also significant at level of 0.01.

5.4 Recommendation

Based on the findings and conclusion of the study, here are several recommendations for future research

1. Processing the data to get more accurate result or maybe can use suitable analysis technique to get the significance between variables.
2. More objective for future research in developing new objective which is to develop more satisfaction of customer towards service, equipment, environmental, friendliness staff, maintenance and so on.
3. The researchers having this project during pandemic and since the researchers are making the research project during CMCO, the researchers having restriction to eye contact with respondents and it is affected researcher's sample. Researchers recommend for future research is to get through respondent directly to distribute their survey, it is very affective way and possibly can get more sample.
4. This study was confined to the investigation at one sport centre at Shah Alam which is Extreme Park so our recommendation for future studies should explore more sport centre at Shah Alam and use a larger sample size to dig more information.

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APPENDICES

A. Gantt Chart

Activities	Month/Week													
	August			September				October				November		
	2	3	4	1	2	3	4	1	2	3	4	1	2	3
Title Determination														
Literature Review														
Consultation with Supervisor														
Preparation of Proposal														
Instrument Preparation and Data Collection														
Data Analysis														
Writing a Draft Project														
Final Review and Draft														
Final Project Submission														

B. QUESTIONNAIRE

CUSTOMERS SATISFACTION TOWARDS SPORTS CENTRE AT EXTREME - PARK SHAH ALAM

Here are some questions on ‘Customers Satisfaction Towards Sports Centre At Extreme Park Shah Alam’. Please note that all responses will be treated as PRIVATE AND CONFIDENTIAL.

Thank you.

PART A – DEMOGRAPHIC

Gender (Jantina)

Male (Lelaki)

Female (Female)

Age (Umur)

_____ years old

Ethnicity (Etnik)

Malay (Melayu)

Chinese (Cina)

Indian (India)

Others

Employment Status (Status Pekerjaan)

Student (Pelajar)

Employed Full Time (Kerja Sepenuh Masa)

Employed Part Time (Kerja Sambilan)

Unemployed (Tidak Bekerja/Menganggur)

Others

Location (Lokasi)

- Shah Alam
- Subang
- Petaling Jaya
- Klang
- Others

PART B - DESCRIPTIVE ANALYSIS

1. What kind of sports do you play at Extreme Park Shah Alam (Sukan jenis apa yang anda mainkan di Extreme Park Shah Alam)?

- Futsal (Bola Sepak)
- Skateboard (Papan Luncur)
- Climbing Wall (Memanjat dinding)
- BMX Bicycle (Basikal BMX)
- Rollerblade (Rollerblade)

2. How often you play at Extreme Park Shah Alam monthly? (Berapa kerap anda bermain di Extreme Park Shah Alam setiap bulan?)

_____ times

PART C - SERVICE QUALITY

Description of Scale

1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

NO	STATEMENT	1	2	3	4	5
1	I feel the quality of equipment in Extreme Park is in good condition. (Saya merasakan kualiti peralatan di Extreme Park dalam keadaan baik)					
2	I think the environment of Extreme Park is excellent. (Saya rasa persekitaran Extreme Park sangat baik)					
3	I am happy with the friendliness of staff Extreme Park. (Saya gembira dengan keramahan kakitangan Extreme Park)					
4	I feel great because the employee of Extreme Park willingly to help me. (Saya berasa seronok kerana pekerja Extreme Park dengan rela hati membantu saya)					
5	I am happy with the availability of services at Extreme Park. (Saya berpuas hati dengan ketersediaan perkhidmatan di Extreme Park)					

PART D - CUSTOMERS SATISFACTION

Description of Scale

1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

NO	STATEMENT	1	2	3	4	5
1	I am consent with the convenience of Extreme Park Shah Alam operating hours. (Saya bersetuju dengan kemudahan waktu operasi Extreme Park Shah Alam)					
2	I am well pleased with the maintenance of Extreme Park facilities. (Saya gembira dengan penyelenggaraan terhadap kemudahan Extreme Park)					
3	I feel easy to find a parking spot at Extreme Park. (Saya berasa senang untuk mencari tempat letak kereta di Extreme Park)					
4	I think the staff have the best interest in solving my problems. (Saya fikir kakitangan mempunyai keinginan yang terbaik untuk menyelesaikan masalah saya)					
5	During play, I felt my safety was not guaranteed because there was equipment not maintained. (Semasa bermain, saya merasakan keselamatan saya tidak terjamin kerana ada peralatan yang tidak dijaga)					